AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (currently amended)   A computer-implemented method of marketing, the method comprising:

determining a cost of at least one item ordered by a ~~user~~ seller;

calculating an amount of credit ~~for use by the user to defray costs of its marketing activities, the amount of credit being~~ based at least in part on ~~a~~ the cost of the ordered item, the amount of credit for use by the seller to defray costs associated with its marketing activities;

providing data relating to the amount of credit to a computer system; and,

generating a web page using at least the data provided to the computer system, the web page displaying at least the amount of credit and/or an ~~the~~ amount of approved credit, the amount of approved credit based at least in part on data provided prior to the web page's generation ~~already available to the user for its marketing activities~~.

2.   (original)   The method of claim 1 wherein the marketing activities comprise at least one of advertising, merchandising or promotions.

3.   (currently amended)   The method of claim 1 further comprising establishing an online link on the web page, wherein selection of the online link initiates another web page that displays at least one of the following: a cost of each item ordered by the ~~user~~ seller, an accrual rate used to determine an amount of credit for each item ordered by the

~~user~~seller, an amount of <u>total</u> credit ~~already~~ approved for use by the ~~user~~ <u>seller</u>, and

pending request(s) for expenditures from the ~~user~~ <u>seller</u>.

4.   (currently amended)   The method of claim 1 further comprising determining

bonus credit earned by the ~~user~~ <u>seller</u> by performing tasks, the bonus credit being used by

the ~~user~~ <u>seller</u> to defray costs of its marketing activities.

5.   (currently amended)   The method of claim 4 wherein the tasks performed by the

~~user~~ <u>seller</u> to earn bonus credit comprise advertising a certain item during a

predetermined time period.

6.   (currently amended)   The method of claim 4 wherein the tasks performed by the

~~user~~ <u>seller</u> to earn bonus credit comprise advertising a certain item for at least a

predetermined price.

7.   (currently amended)   A computer-implemented method of implementing a

marketing program for item(s) being sold ~~by a user~~ <u>by a seller</u>, the method comprising:

        generating an internet web page using a computer system, the web page being

accessible by the ~~user~~ <u>seller</u>;

        determining a cost of an item ordered by the ~~user~~ <u>seller</u>;

        calculating an amount of credit based <u>at least in part</u> on the cost of the item

ordered by the ~~user~~ <u>seller</u>, the amount of credit being for use by the ~~user~~ <u>seller</u> to defray

costs associated with marketing the item(s) being sold by the <u>seller</u> ~~user~~; and<u>,</u>

receiving a request from the ~~user to~~ seller to display, via the web page, the amount

of credit and/or an amount of approved credit ~~already~~ available for use by the ~~user~~ seller,

the amount of approved credit based at least in part on data provided prior to the web

page's generation.

8.   (currently amended)   The method of claim 7 wherein marketing the item(s) being

sold by the ~~user~~ seller comprises at least one of advertising the item(s), merchandising the

item(s) and conducting a promotion of the item(s).

9.   (currently amended)   The method of claim 7 further comprising establishing an

online link on the web page, wherein selection of the online link initiates display of

another web page that displays at least one of the following: a cost of each item ordered

by the ~~user~~ seller, an accrual rate used to determine an amount of credit for each item

ordered by the ~~user~~ seller, an amount of credit already approved for use by the ~~user~~ seller,

and pending request(s) for expenditures from the ~~user~~ seller.

10.   (currently amended)   The method of claim 7 further comprising determining

bonus credit earned by the ~~user~~ seller by performing tasks, the bonus credit being used by

the ~~user~~ seller to defray costs ~~of~~ associated with its marketing activities.

11.   (currently amended)   The method of claim 10 wherein the tasks performed by the

~~user~~ seller to earn bonus credit comprise advertising a certain item during a

predetermined time period.

12.	(currently amended) The method of claim 10 wherein the tasks performed by the

~~user~~ seller to earn bonus credit comprise advertising a certain item for at least a

predetermined price.

13.	(currently amended) A computer-implemented method of marketing, the method

comprising:

determining a cost of at least one item ordered by a ~~user~~ seller;

calculating an amount of credit ~~for use by the user to defray costs of its marketing~~

~~activities, the amount of credit being~~ based at least in part on ~~a~~ the cost of the ordered

item;

determining an amount of bonus credit ~~also for use by the user to defray costs of~~

~~its marketing activities~~, the bonus credit being earned by the ~~user~~ seller if the ~~user~~ seller

has advertised, merchandised or promoted a certain item;

calculating a total amount of credit by adding the amount of credit based on the

cost of the ordered item and the bonus credit;

providing data relating to the total amount of credit to a computer system, the

total amount of credit being usable by the seller to defray costs associated with its

marketing activities; and,

generating a web page using the data provided to the computer system, the web

page displaying at least the total amount of credit available to the ~~user~~ seller for its

marketing activities.

14.	(currently amended) The method of claim 13 wherein the bonus credit is earned

if the ~~user~~ seller has advertised a certain item during a predetermined period of time.

15.   (currently amended)   The method of claim 13 wherein the bonus credit is earned

if the ~~user~~ seller has advertised a certain item for at least a predetermined price.

16.   (currently amended)   A computer-implemented method of implementing a

marketing program for items being sold by a ~~user~~ seller, the method comprising:

generating an internet web page using a computer system, the web page being

accessible by the ~~user~~ seller;

determining a cost of an item ordered by the ~~user~~ seller;

calculating an amount of first credit based on the cost of the item ordered by the

~~user~~ seller, ~~the amount of first credit being for use by the user to defray costs associated~~

~~with marketing the items being sold by the user~~;

determining an amount of bonus credit also for use by the ~~user~~ seller to defray

costs ~~of~~ associated with its marketing activities, the bonus credit being earned if the ~~user~~

seller has advertised, merchandised or promoted a certain item;

calculating a total amount of credit by adding the first credit and the bonus credit,

the total amount of credit being usable by the seller to defray costs associated with

marketing the items being sold by the seller;

receiving a request from the ~~user~~ seller to display, via the web page, at least the

total amount of credit available for use by the ~~user to defray costs of its marketing~~

~~activities~~ seller.

17.   (currently amended)   The method of claim 16 wherein the bonus credit is earned

if the ~~user~~ seller has advertised, merchandised or promoted a certain item during a

predetermined period of time.

18.   (currently amended)   The method of claim 16 wherein the bonus credit is earned

if the ~~user~~ seller has advertised a certain item for at least a predetermined price.

19.   (currently amended)   A computer-implemented method of marketing, the method

comprising:

        determining an amount of credit to be awarded to a ~~user to defray costs of its~~

~~marketing activities~~ seller;

        determining whether the ~~user~~ seller is entitled to the credit by determining

whether the ~~user~~ seller has advertised, merchandised or promoted a certain item;

        providing data relating to the amount of credit awarded to the ~~user~~ seller to a

computer system; and

        generating a web page using the data provided to the computer system, the web

page displaying at least the amount of credit available to the ~~user~~ seller to defray ~~the~~ costs

associated with ~~of~~ its marketing activities.

20.   (currently amended)   The method of claim 19 wherein the credit is awarded to

the ~~user~~ seller if the ~~user~~ seller has advertised, merchandised or promoted a certain item

during a predetermined period of time.

21.   (currently amended)   The method of claim 19 wherein the credit is awarded to

the ~~user~~ seller if the ~~user~~ seller has advertised a certain item for at least a predetermined

price.

22.   (currently amended)   A computer-implemented method of implementing a

marketing program for items being sold by a ~~user~~ seller, the method comprising:

generating an internet web page using a computer system, the web page being

accessible by the ~~user~~ seller;

determining an amount of credit to be awarded to a ~~user to defray costs of its~~

~~marketing activities~~ seller;

determining whether the ~~user~~ seller is entitled to the credit by determining

whether the ~~user~~ seller has advertised, merchandised or promoted a certain item;

providing data relating to the amount of credit awarded to the ~~user~~ seller to a

computer system; and,

receiving a request from the ~~user~~ seller to display, via the web page, at least the

amount of credit available for use by the ~~user~~ seller to defray costs associated with ~~of~~ its

marketing activities.

23.   (currently amended)   The method of claim 22 wherein the credit is awarded to

the ~~user~~ seller if the ~~user~~ seller has advertised, merchandised or promoted a certain item

during a predetermined period of time.

24.   (currently amended)   The method of claim 22 wherein the credit is awarded to

the ~~user~~ seller if the ~~user~~ seller has advertised a certain item for at least a predetermined

price.

25.   (currently amended)   The method of claim 1 further comprising receiving ~~user~~ an

input of a particular time period, wherein the amount of credit ~~already~~ available is

determined based on the particular time period received via the ~~user~~ input.

26.   (currently amended)   The method of claim 13 further comprising receiving ~~user~~

an input of a particular time period, wherein the amount of credit ~~already~~ available is

determined based on the particular time period received via the ~~user~~ input.

27.   (currently amended)   A program storage device readable by a computer, tangibly

embodying a program of instructions executable by the computer to perform method

steps, the method steps comprising:

    determining a cost of at least one item ordered by a ~~user~~ seller;

    calculating an amount of credit for use by the ~~user~~ seller to defray costs ~~of~~

associated with its marketing activities, the amount of credit being based at least in part

on ~~a~~ the cost of the ordered item;

    providing data relating to the amount of credit to a computer system; and

    generating a web page using at least the data provided to the computer system, the

web page displaying the amount of credit and/or an amount of currently available credit

~~currently available to the user for its marketing activities,~~ the amount of currently

available credit based at least in part on data provided prior to the web page's generation.

28.   (currently amended)   The program storage device of claim 27, wherein the

method steps further comprise determining bonus credit earned by the ~~user~~ seller by

performing tasks, the bonus credit being used by the ~~user~~ seller to defray costs ~~of~~

associated with its marketing activities, and the tasks performed by the ~~user~~ seller to earn

bonus credit includes advertising a certain item during a predetermined time period.

29.   (currently amended)   The program storage device of claim 27, wherein the

method steps further comprise determining bonus credit earned by the ~~user~~ seller by

performing tasks, the bonus credit being used by the ~~user~~ seller to defray costs ~~of~~

associated with its marketing activities, and the tasks performed by the ~~user~~ seller to earn

bonus credit includes advertising a certain item for at least a predetermined price.

30.   (currently amended)   A program storage device readable by a computer, tangibly

embodying a program instruction executable by the computer to perform method steps

for implementing a marketing program for item(s) being sold by a ~~user~~ seller, the method

steps comprising:

        determining a cost of at least one item ordered by a ~~user~~ seller;

        calculating an amount of credit for use by the ~~user~~ seller to defray costs of its

marketing activities, the amount of credit being based at least in part on ~~a~~ the cost of the

ordered item;

        determining an amount of bonus credit also for use by the ~~user~~ seller to defray

costs ~~of~~ associated with its marketing activities, the bonus credit being earned by the ~~user~~

seller if the ~~user~~ seller has advertised, merchandised or promoted a certain item;

calculating a total amount of credit by adding the amount of credit based on the

cost of the ordered item and the bonus credit;

providing data relating to the total amount of credit to a computer system; and

generating a web page using the data provided to the computer system, the web

page displaying at least the total amount of credit available to the ~~user~~ seller for its

marketing activities.

31.   (currently amended)   The program storage device of claim 30, wherein the bonus

credit is earned if the ~~user~~ seller has advertised a certain item during a predetermined

time period.

32.   (currently amended)   The program storage device of claim 30, wherein the bonus

credit is earned if the ~~user~~ seller has advertised a certain item for a predetermined price.